

METHOD AND APPARATUS FOR RECOMMENDING  
TELEVISION PROGRAMMING THROUGH A  
CELEBRITY OR USING A CELEBRITY PROFILE

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ABSTRACT OF THE DISCLOSURE

A method for making a recommendation in a lifestyle recommendation machine. The method includes the steps of: generating a user profile based on explicit and/or implicit directions of a user; making a  
10 recommendation for an item, service, and/or event based on the user profile; and reporting the recommendation to the user through an agent, where the agent is preferably a celebrity. In another embodiment the method includes the steps of: substituting a user profile based on  
15 explicit and/or implicit directions of a user with a celebrity profile of a celebrity; making a recommendation for an item, service, and/or event based on the celebrity profile; and reporting the recommendation to the user.

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